

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

June 10, 2014

4:00 – 6:00 p.m.

AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA 90028

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Charles Eberly, The Eberly Company  
Brian Folb, Paramount Contractors  
Kitty Gordillo, Hollywood Wilshire YMCA  
Chase Gordon, Avison Young  
Elva Hernandez, Hudson Pacific Properties  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences  
Keith Ragadio, Robertson Properties Group  
Fred Rosenthal, Ametron  
Katie Seymour, Sunset & Vine

**Absent**

Fabio Conti, Vice President, Fabiolus Cucina  
James Haydu, ex-officio member, SEE-LA  
Melissa Logan, Amoeba Music  
Arthur Stroyman, Kilroy Realty Corporation

**Consultants**

Sarah Besley, Executive Director  
Ginnie Gallo, Hollywood Property Owners Alliance  
Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance

**Guests**

Kevin Keller, Director of Planning & Housing Policy, Office of Mayor Garcetti  
Jason La Point, Property Management Associates – Metropolitan Building

**I. Call to Order**

Carol Massie called the meeting to order at 4:00 p.m.

**II. Public Comment & Introductions**

- **Jason La Point** attended the meeting and updated the board on the plans for the Metropolitan property. He stated that the construction of a five (5) story apartment at 5800 Sunset Boulevard

is scheduled to begin in a few weeks. The building will be located on the west side of the property where the parking lot and vacant lot are now located.

- **Kevin Keller**, the Director of Planning & Housing Policy in the Office of Mayor Garcetti, gave an update on the revision process for the Hollywood Community Plan. The board will once again have the opportunity to lend their voices to this effort as the city revises the EIR to substantiate the Plan.

### **III. Approval of Board Minutes**

The minutes from the May 13, 2014 board meeting were distributed to the board.

**It was moved by Kitty Gordillo, seconded by Arthur Stroyman, and CARRIED to approve the minutes from the meeting on May 13, 2014. The minutes were approved with one (1) abstention from Elizabeth McDonald who did not attend the May 13, 2014 meeting.**

### **IV. Treasurer's Report – Gordillo**

- A. Financial Statements Ending May 31, 2014:** The monthly financial statements will be delayed one month to allow time for Jose Gonzalez to reconcile the recent payments made and accounts closed by Duke Gallagher. In the meantime, staff received notice from the City Clerk's Office that \$481,640.68 is available for transfer in June.
- B. CHC check signing policy:** Staff requested that the board consider a formal check signing resolution since paper checks are now being issued. The policy would authorize two signatures on checks for all primary CHC accounts and one signature for the CHC Marketing Co-op Account. Authorized signers include CHC executive officers and the CHC Executive Director.

**It was moved by Chase Gordon, seconded by Brian Folb, and CARRIED to approve the check signing resolution as stated above. Unanimously approved.**

### **V. COMMITTEE & PROGRAM REPORTS**

#### **A. Streetscape & Planning Committee - Besley**

- 1. Green Vine Project:** Besley reported that 32 of the newly planted trees on Vine Street were vandalized over the course of several weeks in May. Flyers that were posted on the dead trees, offering a cash reward, were also removed. There have been a couple witnesses, but no clear identification of a suspect. Besley reported that the value of the trees alone is about \$12,000 and the total value of the project is in the tens of thousands of dollars. Staff is working on a strategy to identify the suspect and details will be given at a later date. In the meantime, Besley asked that the board consider allocating \$1,000 from the Beautification Budget to support a cash reward for the successful identification of the perpetrator.

**It was moved by Katie Seymour, seconded by Brian Folb, and CARRIED to approve \$1,000 be taken from the beautification budget for a cash reward for the identification, arrest, and/or prosecution of the perpetrator. Unanimously approved.**

2. **Big Belly Solar Compactors:** Besley and Maintenance Supervisor Gus Vargas went to Historic Filipinotown to examine the condition of the used Big Belly Compactors. Many of the units had been tagged and vandalized. Their purchase is on hold until Waxie, the distributor of the units, provides an estimate of repair and refurbishment costs. Besley will provide a cost/benefit analysis to the board as soon as all costs and services are identified.
3. **Bike Plan Meeting:** Staff was contacted by Ginny Brideau, from the The Robert Group, who is serving as a consultant for the implementation of the Hollywood Bike Plan. Brideau and DOT staff are hosting a meeting on June 17<sup>th</sup> at Hollywood City Hall from 6 – 8 p.m. and asked if at least two members of the CHC board could attend. The meeting is intended to be an opportunity to share information, identify areas of concern, and meet the lead traffic consultant who will be working on the Plan. Folb and Eberly volunteered to attend.

**B. Security Committee**

1. **Security Camera Installation Update:** Mariani reported that five (5) of the nine (9) cameras have been installed, and the sixth (6<sup>th</sup>) will be installed on June 11, 2014. The final three (3) cameras will be reinstalled at Selma/Schrader, Sunset/Cahuenga, and Yucca and Cahuenga, once an installation agreement, provided by Kilroy, is signed by Metro Video allowing them to place antennas on top of the Sunset Media Center building.
2. **Programs to Discourage Panhandling:** Morrison reported that she has been working with members of the security committee and CD-13 staff to identify strategies to help reduce the number of alcohol-related incidents and arrests in the BID. Several ideas are being discussed, including: discouraging the sale of cheap liquor; a “deemed approval ordinance” to restrict sale of cheap alcohol; and a campaign to help deter panhandling. The group is also evaluating various programs and grants to help raise awareness on the issue.

**C. Marketing & Communications – Devin Strecker**

1. **Sunset & Dine:** The third annual Sunset & Dine event will take place on October 2, 2014 at the Taglyan Cultural Complex on Vine with proceeds benefitting The Center at Blessed Sacrament. The planning committee is asking that the board consider a proposal from Haines & Co. for PR and marketing services related to the event, as well as the coordination of a tasting segment prior to the event.

**It was moved by Brian Folb, seconded by Charles Eberly, and CARRIED to approve \$5,500 be taken from the marketing budget for the Haines & Co. PR proposal. Unanimously approved.**

**VI. Staff Reports**

- A. **Update on AB2618:** Morrison reported that the bill is now in the State Senate, having passed out of the Assembly. A background memo was included in the Board’s packet, and documented that the entire effort is expected to cost approximately \$85,000, shared with BIDs throughout the state. To date, \$44,000 has been raised. BID associations who contributed in 2013 are

asked to contribute again, and a broader group of small BIDs in the state are also being approached.

**It was moved by Charles Eberly, seconded by Kitty Gordillo, and CARRIED** to contribute the same amount as in 2013, \$2,100, to the CA BID Alliance.

- B. **Central Hollywood Neighborhood Council:** Morrison attended the first meeting of the newly elected Central Hollywood Neighborhood Council held on Memorial Day. There are four (4) open seats of which two (2) were filled once the appointees were confirmed as stakeholders. The next meeting is scheduled for Sunday, June 15, 2014.
- C. **Annual All Property Owners Meeting:** Emerson College has offered to host this year's Joint BID All Property Owners Meeting on August 5<sup>th</sup>, 6<sup>th</sup> or 7<sup>th</sup>. Staff will notify the board as soon as the date is confirmed. The next regular business meeting will be held on September 9, 2014. (No meeting is scheduled in August.)

## **VII. Adjourn**

The meeting was adjourned at 5:40 p.m.

The next meeting is scheduled for Tuesday, July 8, 2014.